BC EGG
MARKETING BOARD

BRITISH COLUMBIA EGG MARKETING BOARD

Annual Report 2007

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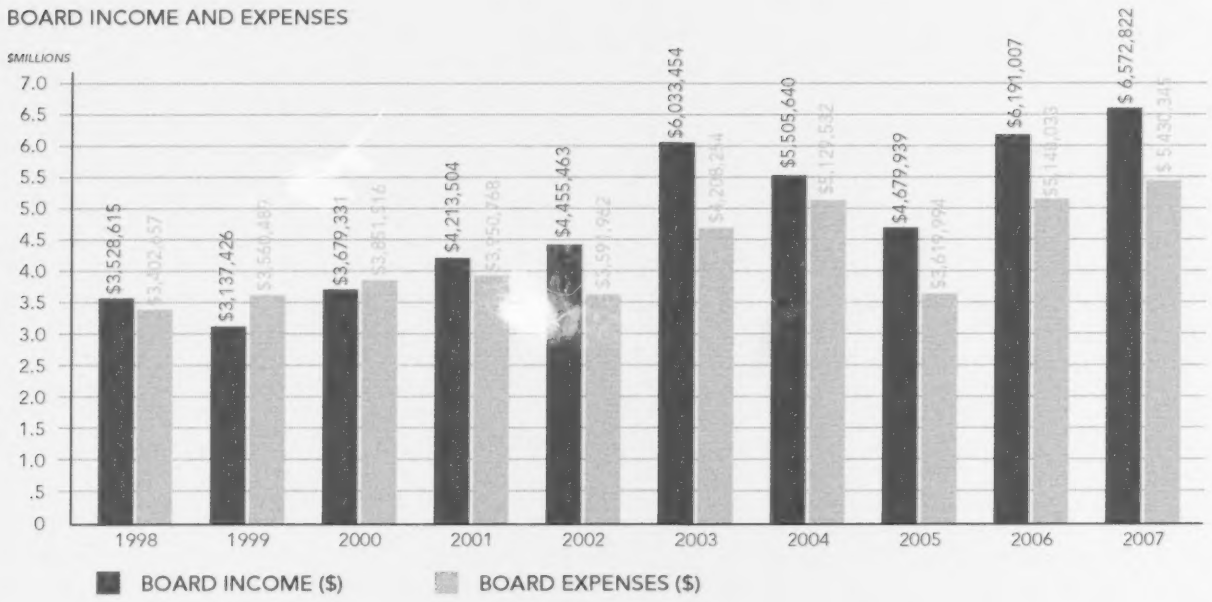
Industry at a Glance

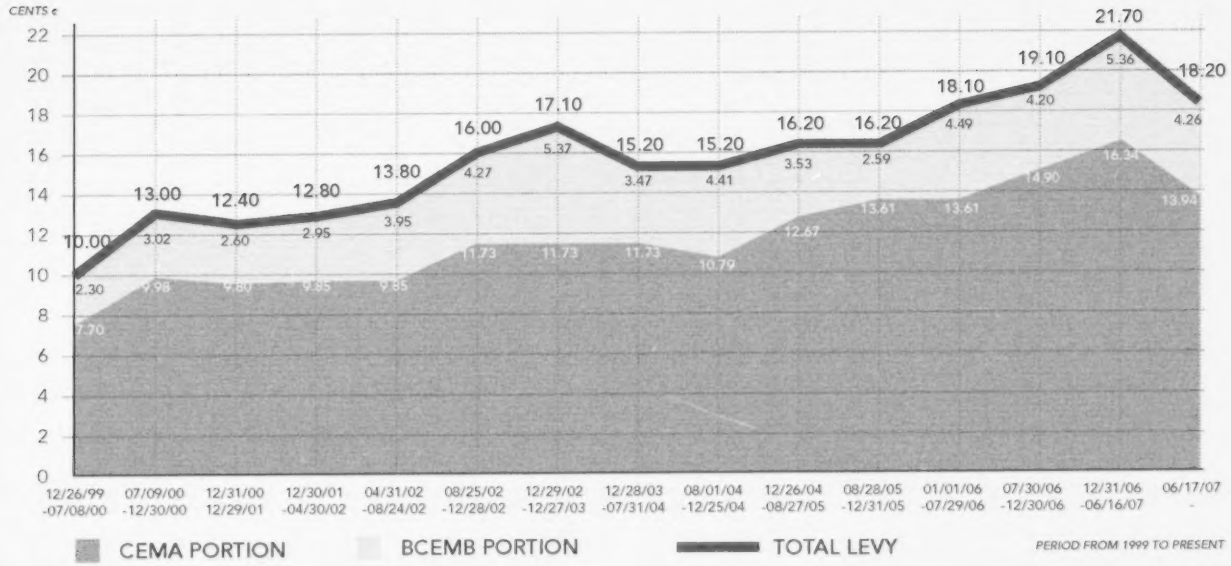
BOARD INCOME AND EXPENSES



DISTRIBUTION OF EXPENSES (%)

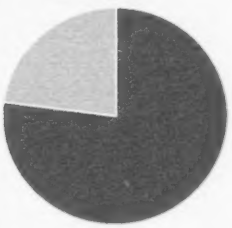
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Net IP, Pickup, Fowl	32.58	33.99	36.89	44.73	39.24	44.16	22.72	68.15	43.27	37.87
Board Expenses	14.66	11.21	13.27	10.56	13.94	13.12	12.52	19.17	11.48	13.32
Net Marketing	16.87	29.30	18.10	12.71	13.58	13.93	10.11	16.52	15.91	15.85
Salaries	19.63	14.39	17.17	16.72	18.67	16.17	14.66	25.14	19.03	21.97
Legal and Consulting	2.80	2.35	2.69	2.06	3.91	3.14	3.35	4.65	4.61	5.51
Other	13.46	8.76	11.88	13.22	10.66	9.48	36.64	-33.63	5.70	5.48
TOTAL (%)	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

LEVY PAID BY REGISTERED PRODUCERS (CENTS PER BIRD)



EGG PRODUCTION - 2001 vs. 2006

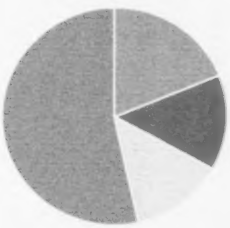
2001	
Classic white	93.10%
All other	6.90%



2006	
Classic white	76.45%
All other	23.55%

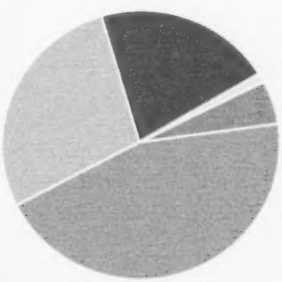
ALL OTHER EGG PRODUCTION - 2001 vs. 2006

2001	
Free run	40.41%
Free range	44.24%
Organic	15.35%
Specialty fed	0.00%

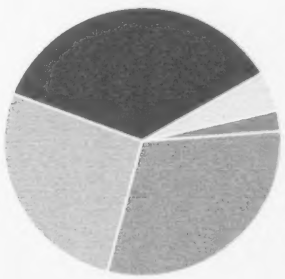


2006	
Free run	17.64%
Free range	15.36%
Organic	12.60%
Specialty fed	54.40%

TOTAL NUMBER OF BIRDS - 1998 vs. 2007



1998	
0 - 5,000	1.33%
5,001 - 10,000	5.99%
10,001 - 20,000	44.69%
20,001 - 30,000	28.91%
30,001 +	19.08%



2007	
0 - 5,000	4.23%
5,001 - 10,000	2.68%
10,001 - 20,000	29.79%
20,001 - 30,000	28.20%
30,001 +	35.11%

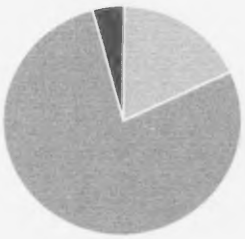
In 2007:

Number of BC Eggs Graded
61,851,690 dozen

Farm Gate Value
$95,155,091

TOTAL IMPORTED (DOZENS):

Alberta	338,232	(79%)
Prairies	73,471	(17%)
USA	16,260	(4%)
TOTAL	**427,963**	**(100%)**



AVERAGE BC PRODUCER PRICES (CLASSIC WHITE): 2003-2007

GRADE	2003	2004	2005	2006	2007
Jumbo	$1.67	$1.68	$1.60	$1.61	$1.68
Extra large	$1.70	$1.71	$1.63	$1.64	$1.71
Large	$1.67	$1.68	$1.60	$1.61	$1.68
Medium	$1.51	$1.52	$1.44	$1.45	$1.45
Small	$1.15	$1.16	$1.08	$1.09	$1.06
Pee wee	$0.28	$0.32	$0.35	$0.37	$0.37
B	$1.45	$1.46	$1.38	$1.39	$1.46
C	$0.37	$0.51	$0.31	$0.23	$0.28

PERCENTAGE BC EGG GRADINGS BY SIZE: 2003-2007

GRADE	2003	2004	2005*	2006	2007
Nest run	15.82	9.94	16.00	12.78	9.82
Jumbo	3.12	3.57	2.84	2.73	3.67
Extra large	17.00	16.58	14.54	19.39	24.97
Large	44.07	46.81	45.08	46.15	42.56
Medium	12.84	15.42	15.07	12.40	12.35
Small	1.39	2.23	1.60	1.14	1.36
Pee wee	0.25	0.40	0.28	0.19	0.23
B	0.09	0.17	0.08	0.05	0.03
C	3.04	2.60	2.26	2.86	2.67
Rejects	2.38	2.28	2.25	2.31	2.35
TOTAL (%)	100.00	100.00	100.00	100.00	100.00

* includes Week 53.

Chairman's Report

The 2007 annual report presents our 40th year of operation as a marketing board. This specialized body was created by the *British Columbia Egg Marketing Scheme,1967*, a regulation under the *Natural Products Marketing (BC) Act*, to regulate the production and marketing of eggs in British Columbia in accordance with the principles of supply management.

This annual report reflects a significant departure from those of previous years. It reflects the Board's commitment to the Best Practices governance guidelines for governing boards of British Columbia. This report will be a public document that will be available on our web site.

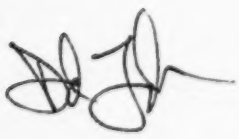
In the years since the Board's creation, the structure of the BC egg industry and societal expectations for agriculture have changed dramatically. The understanding and acceptance of consumers that we have enjoyed in the past can no longer be taken for granted. The egg industry's assurance for continued success in the market place relies upon the maintenance of our "social license" with the public. Social license refers to the freedom to operate with minimal formalized restrictions. It is based on maintaining public trust and the belief that our activities are consistent with society's expectations and the values of the community and other stakeholders.

Maintaining our social license entails renewed effort on good corporate governance, high levels of accountability and transparency, and administrative readiness to implement critical programs such as *Start Clean Stay Clean*™ and biosecurity. We must also understand and address questions of trust and values in a world where brands and interest in a civil society play an ever increasing role in our industry.

Unlike many other provincial egg boards, we have elected not to present a corporate mission and values statement at this time. As the strategic planning process unfolds with our producers and other stakeholders, the mission and values statement will emerge as well as performance measures and targets that will serve as a basis to which the Board and management are accountable.

2008 will be a year of transition for the Board and management. I am confident that the direction we are taking will improve our position in the industry to help meet today's challenges and build a strong base for future developments.

It has been an honour and privilege to serve as Chair over the past eight years. In our 40th year let us celebrate the past, honour the present and look forward to the future.



David Taylor
Chair

CEMA Director's Report

Financial Report

The Agency's financial situation continues to show improvement as the unrestricted portion of the Pooled Income Fund ended Period 12 at $40.1 million while the unrestricted portion of the Administration Fund ended the same period at $1.5 million. Key factors positively affecting CEMA's financial situation include an ongoing decrease in declarations and an average increase in egg sale prices of almost 30 cents per dozen compared to budgeted figures. These key factors were offset by a burgeoning Canadian dollar and a buyback price that has averaged 4.0 cents more than it did last year at the end of Period 12.

Understanding the implications of the high dollar, particularly if breaker prices fall, the Board of Directors recently approved a conservative 2008 levy order of 28.25 cents per dozen, a 0.75 cent decrease from the current amount. The Pooled Income Fund portion decreases by 1.0 cent to 24.75 cents per dozen, 0.25 cents is slated for the restricted Research Fund, while the Administration Fund portion increases by 0.25 cents per dozen to 3.25 cents, recognizing the continued increasing pressure on the costs of our marketing, nutrition, communications and field programs.

Trade

Over the summer, the draft modalities text was released by Crawford Falconer, the Chair of the agriculture negotiations for the World Trade Organization. What is currently in that text puts our supply management systems at serious risk. Realistically, no substantive progress can be expected on the most sensitive issues until they absolutely need to be made. However, incremental change is being made and most of it is not favourable to supply management. A revised draft modalities text is expected at the end of January or early February, though we anticipate it will not meet the needs of the egg industry.

As a result, we continue to work very closely with our national supply management partners. We met with the new Agriculture Minister Gerry Ritz in August and have ongoing dialogue with his office. Several meetings have been held with the agriculture negotiator Steve Verheul. While the consultative process has become much more favourable over the past couple of months, it is open to debate if it is leading to any positive progress for supply management. Our staff members continue to monitor the negotiations in Geneva and the political environment in Canada, providing regular updates to the provincial boards. We will continue to require help from producers in 2008 to keep politicians informed about supply management's concerns.

Animal Health

CEMA worked very closely with the Saskatchewan Egg Producers during the recent avian influenza event on a broiler breeder operation at Silton, Saskatchewan. We have learned from this experience that all aspects of the poultry industry are affected in several provinces, even when highly pathogenic avian influenza is contained to just one farm. In these times of heightened concern about avian influenza and other poultry diseases, egg farmers in Manitoba and across Canada have responded by stepping up biosecurity on their farms. Farmers are keeping log books of on-farm visits, locking barn doors, barring non-essential visitors entry to the lay barn, and insisting that anyone entering the restricted area of the lay barn change into sanitary outer clothing and boots immediately prior to entry. It is thanks in part to efforts like these that the event at Silton was contained to the index farm.

The Canadian Food Inspection Agency continues to push the industry into a voluntary surveillance program for avian influenza in commercial poultry. While we believe surveillance is important, we cannot ignore that should H5 or H7 subtypes be found, flocks will be culled. Compensation currently available for our farmers in the event of such a cull is completely inadequate. We believe government should emphasize adequate compensation at least to the same degree that it is advocating surveillance. Government's current review of Business Risk Management programs may help alleviate some concerns regarding compensation in the future. But right now, progress on the development of these programs is dubious at best. CEMA brought its concerns regarding avian influenza forward in the fall to the pre-budget consultations held by the House of Commons Standing Committee on Finance.

In addition, CEMA worked with our national poultry colleagues to organize the second national-provincial workshop simulating various avian influenza scenarios.

Animal Care

Earlier this year, CEMA's Board of Directors unanimously approved a policy such that any producer not meeting the density guidelines in the Code of Practice by April 1, 2008 will be deemed to have failed the Animal Care Program rating. In addition, CEMA's Board recently took the position that as of April 1, 2008 producers must score 85 percent on the program rating to pass. In 2009, this pass mark will increase to 90 percent.

As animal rights activists become increasingly vocal about egg farming practices, we must ensure we are maintaining our houses according to acceptable criteria. The best defence we can have is that we are meeting the guidelines found in Canada's science-based Code of Practice developed by the Canadian Federation of Humane Societies, the Canadian Veterinary Medical Association, researchers, academics, producers and others.

CEMA is aware that certain groups and/or individuals are actively engaged in a campaign to discredit the use of cages for egg production. In response, CEMA prepared an Internet-based seminar (webinar) about hen housing in the Canadian egg industry for university and college foodservice representatives. The objective was to provide factual, informative and science-based information to those who make food purchasing decisions at Canada's post-secondary educational institutions. The webinar remains accessible to foodservice institutions as an online archive.

Research

CEMA-funded research projects were ongoing throughout 2007. The University of Manitoba's Dr. Peter Jones has been carrying out a study on plant sterols, while in Quebec Dr. Ann Letellier and her colleagues examined *Salmonella enteritidis* contamination issues in pullet barns. At the University of Guelph, work continued on the 18 versus 19 week pullet project to determine the optimum age for new flocks to be placed in the layer barn. A final report is expected from Dr. Steve Leeson in spring 2008. In Saskatchewan, CEMA teamed up with Saskatchewan Egg Producers to provide a funding grant enabling the University of Saskatchewan to purchase new cages and upgrade its layer facility. Meanwhile, south of the border, CEMA continues to reap benefits from its information sharing partnership with the Egg Nutrition Centre.

National Egg Supply

The National Egg Supply Team of provincial and national representatives meets on a quarterly basis to review supply issues and develop recommendations for the Board of Directors. The Board has approved the development of an integrated production management program. As a result, policies will be reviewed and developed on early fowl removal, quota credits, flock placement and other related components so we can more closely align production levels in Canada with varying demand levels. These policies will be developed in collaboration with the provincial boards and other stakeholders.

Marketing

The main focus of CEMA's Marketing Programs in 2007 was to continue to emphasize that eggs provide lasting energy. The "Nudge" TV commercials launched in January 2007 have enjoyed a very high level of recall among consumers in ad tracking surveys. We attribute the 1% year-over-year increase in egg consumption seen nationally through 2007 in part to the popularity and success of these ads. Meanwhile, CEMA and the Egg Producers of Newfoundland and Labrador collaborated with graders on a Hockey Canada on-carton promotion in Newfoundland and Labrador in 2007. This test program raised sales of total large eggs in the province by 5.6%. Building on this success, the on-carton promotion is being expanded nationally in early 2008 with 24 graders participating and over 10 million cartons. The overall contest winner will win a trip for four to the IIHF World Championships in Quebec City in May 2008. CEMA also developed and launched *From Farm to Table*, an informative virtual tour of Canada's egg industry that can be seen online at *eggs.ca*.

Throughout 2007, there was a focus on researching the cholesterol concerned consumer and the physicians who limit patient egg consumption. Based on this research, a dual strategy will be launched in 2008 to reach both targets. A public relations program will help clarify why consumers concerned about cholesterol should not limit their egg consumption and a kit will be developed for doctors that provides up to date information on cholesterol to give to their patients.

CEMA's 2008 Marketing Plan will focus greatly on the cholesterol concerned consumer and physician, on eggs providing lasting energy, as well as promoting eggs at times of high industrial product volume. Overall, a diversity of approaches will be used from television and radio advertisements to direct mail, sponsorship of Hockey Canada and the Canadian Soccer Association, and magazine advertisements to ensure our message is reaching the right targets at the right times.

Respectfully submitted,

Fred Krahn
Vice-chair and CEMA Director

Board Governance

The Board of Directors (the Board) is composed of four elected Directors and an independent Chair appointed by the provincial government. It is the Board's view that the appointment of an independent Chair adequately reflects the perspectives and interests of minority stakeholders in the table egg industry.

The Board is charged with the stewardship of the British Columbia Egg Marketing Board (BCEMB). The BCEMB's principal "service" is to administer the national supply management system for eggs in British Columbia. The BCEMB is vested with provincial and federal authority to impose and collect levies.

The Board, as a whole or through its committees, is completing a comprehensive *Board Governance Manual* that will formalize the mandate of the Board and define the Board's stewardship role and related duties and responsibilities.

For practical purposes the present Board has assumed the role of a corporate governance and compensation committee. Its responsibilities include developing the Board's approach to governance issues, reviewing overall governance principles, recommending changes from time to time, and establishing a formal annual assessment process of Board directors.

The Board is also responsible for the appointment and monitoring of the general manager, remuneration for the general manager, and management succession.

Communications & Public Disclosure

The corporate accounting scandals in the United States and Canada in the 1990s dramatically altered the landscape in which the Board operates (Sarbanes-Oxley Act of 2002 in the US and Canadian rules under Bill 198).

Clockwise from rear left: David Taylor (Chair), John Penner (Secretary), Fred Krahn (Vice-Chair), Ken Vanderkooi (Director), and Walter Siemens (Director).

The landscape for marketing boards is now dotted with new regulations, business practices and regulatory entities that were not conceivable 10 years ago. The tone of board governance has undergone a transformation as revelations of financial misdeeds gave way to a heightened emphasis on ethics, disclosure, and a renewed focus on auditing and ensuring the integrity of financial data.

In February of 2005 the Government of British Columbia released best practices guidelines which now apply to all public sector organizations in BC that are governed by a board to which the Government of BC (by Order in Council) makes board appointments. Although the BCEMB is not technically captured by the same definition, it aims to follow the spirit and intent of these best practices governance guidelines.

In order to maintain the confidence of egg producers, the industry and the provincial government, it is extremely important to ensure that the BCEMB governance structures are in place and operating at a standard that will continue to garner the support and confidence of its stakeholders and the public at large.

As a first step to improved transparency, the Board has revised the annual report to reflect a public release on our website *(www.bcegg.com)*. Our new website reflects the interest of consumers, producers and stakeholders, and serves as a platform for timely and accurate release of relevant information concerning the Board and its operations. New website features include a secured registered producer member area and the capability to receive stakeholder feedback.

Strategic Planning Process

The Board is committed to adopting a strategic planning process and approving the strategic plan with timely reviews. It is the Board's mandate to review, approve, monitor, and provide guidance on the BCEMB's strategic plan.

The *Strategic Insights 2008* document has been circulated to committees of the Board and is now available on the BCEMB website for direct producer comment.

The strategic planning process will be made up of the following phases:

- A review of the trends in the industry, from the previous year and going forward,
- Consultation with committees, producers and industry stakeholders on issues and strategic directions,
- Staff review of issues facing the BCEMB,
- Planning work session with Board of Directors,
- Planning work session with producers and committees,
- Production of a draft business plan,
- Board authorization of strategic plan,
- Goals and performance measures for the Board and management,
- Budget preparation for the upcoming year,
- Sign-off on the plan for the upcoming year and communicating the plan,
- Annual review of performance measures and achievements,
- Production of the BCEMB Annual Report.

Internal Controls & Management of Risks

The Board's mandate includes:

- Assisting management to identify the principal risks facing the organization,
- Taking reasonable steps to ensure the implementation of appropriate systems to manage and monitor such risks,
- Reviewing plans for evaluating and testing the organization's internal financial controls,
- Overseeing the external auditor including the external auditor's terms of reference.

The Board has taken action this past year by engaging consultants to identify and manage risks for the organization. Now underway, a comprehensive enterprise risk management process will be instrumental in achieving the Board's business objectives and enterprise-wide risk management.

The Board has used the concepts and standards set in the *Enterprise Risk Management – Integrated Framework* from the Committee of Sponsoring Organizations of the Treadway Commission (COSO; www.coso.org). COSO is considered a landmark model for dealing with business risk and describes the essential components, principles, and concepts of enterprise risk management for all organizations, regardless of size.

Summary of Committees

The Board has delegated certain of its responsibilities to committees which have specific roles and responsibilities as defined by the Board.

Audit/Budget Committee

The Audit/Budget Committee assists the Board in fulfilling its oversight responsibilities by monitoring the organization's reporting practices, financial disclosure, and budget preparation.

The Audit/Budget Committee ensures that management has designed and implemented an effective system of internal control. External auditors are hired by and report to the Audit Committee. With consultation from management, the committee is responsible for setting the external auditor's compensation. The external auditors attend each meeting of the Audit Committee with a portion of the meeting held without the presence of management. The Audit Committee reviews and approves annually the auditor's audit plan and approves any non-audit work performed by the external auditors. The General Manager and senior management attend the Audit Committee meetings with the exception of that part of meetings that are held without management present to allow an open discussion.

Egg Industry Advisory Committee (EIAC)

The Egg Industry Advisory Committee (EIAC) is comprised of Registered Producers, industry affiliates, and other stakeholders of the BC egg industry. The committee advises the Board, at the request of Board or on the initiative of the committee, concerning any matter relating to pricing or production decisions.

The EIAC met twice in 2007 to provide advice on three main issues.

Cage Density

This is part of a national policy of the Canadian Egg Marketing Agency that requires cage upgrades by producers in order to achieve compliance. The main concern is to demonstrate that all BC producers meet a code of practice that is supported by scientific evidence in order to address consumer concerns with regard to animal welfare issues.

Quota Leasing

The committee addressed approval of a suggested change to Quota Leasing policy that would allow producers to lease their quota while making the necessary changes to satisfy cage density requirements. The committee supported the policy as a positive solution.

Farm Gate Pick-up Fees

Consultations took place to review farm gate pick-up fees for graders that must source their product from outside their regions. The committee supported maintaining the current base rate structure.

Respectfully submitted,
Margaret Oesterle, Chair

Production Management Committee (PMC)

The Production Management Committee (PMC) is a committee of egg producers whose role and mandate are to act as advocates for and as peer advisors to fellow producers in matters pertaining to production practices and related issues. The PMC pursues formal complaints to the Farm Industry Review Board regarding production practices and is involved in encouraging producers to participate in On-Farm Food Safety and Biosecurity Standards. The PMC is a voluntary committee; it is not established under any legislative or regulatory authority, and its only mandate is the one given to it by its members.

The Production Management Committee dealt with the following important issues for 2007.

This year we pay tribute once again for on-farm excellence. Last year we recognized our first group of "Producers of the Year". We are happy to report that the number of producers achieving this status has increased. Their efforts to achieve and maintain outstanding animal care and farm management standards are exemplary. Recognition for being a 'Producer of the Year' is awarded to egg production units that meet the following criteria:

- Participation in the national HACCP[1]-based *Start Clean Stay Clean*™ (SCSC) Program with a resulting score of 95% or higher,
- Requesting an audit and successfully achieving full HACCP-accreditation,
- Participation in the national Animal Care Program with a resulting score of 95% or higher, and
- The production unit and owner/manager must be in good standing with the BC Egg Marketing Board (i.e., in compliance with the BCEMB's *Standing Orders*).

[1] Hazard Analysis Critical Control Points.

Encouraging producers to meet the biosecurity standards is a high priority. All egg production units must make arrangements with a planning advisor for a farm visit to meet the biosecurity standards and complete this with an audit. The Biosecurity Committee of the BC Poultry Association is in the process of working with the planning advisors to get this completed.

We also have made available to producers the "Crackless Egg" which is an electronic device designed to detect anomalies in the setup of egg collecting equipment. By mimicking an egg's movement through the entire egg collection process, the "Crackless Egg" can help pinpoint areas that may require minor adjustments. Once adjustments are made, the number of eggs that crack during collection can be significantly reduced. Production units experiencing problems with their equipment are urged to use the "Crackless Egg" to help resolve this issue.

We are pleased to report that no concerns were received by the BC Farm Industry Review Board regarding farm production practices.

We look forward to serving you this coming year.

Respectfully submitted,
Production Management Committee

Marketing Committee

The Marketing Committee reviews marketing strategies and budget options presented by the Marketing Department and makes recommendations to the Board of Directors. The Marketing Committee directs the Marketing Department to implement the approved strategy and budget. The tactics employed are primarily intended to reach BC consumers at the foodservice and retail levels, with greater emphasis on the latter. Strategies often reflect CEMA's Marketing and Nutrition goals, but are tailored to promote BC Fresh Eggs and BC Fresh Specialty Eggs. By doing so, an increase in the preference for BC Fresh Eggs contributes directly to an increase in shell egg consumption nationally. The Committee meets approximately twice a year to review progress updates for the current year and the proposed strategies and budgets for the following year.

BC Fresh Eggs Programs

The Retail Partner Program remains the core program to sell BC Fresh Eggs and BC Fresh Specialty Eggs. The past year represented a slight departure from the usual marketing activities at retail level. We introduced a spring promotion during a time when many people typically feel low energy "slumps". Year-long media messaging of getting healthy energy "in a jiffy" by microwaving eggs at home and at work filled a gap that was not being addressed previously.

The spring promotion set the stage for the summer and fall campaigns which continued to emphasize the convenience of using the microwave oven. Retail campaigns were promoted via in-store signage, cartons, flyer and newspaper ads, and 15- and 30-second TV spots in the summer and fall. With our Retail Partners (Saputo Foods, Dairy Farmers of Canada, and the Lower Mainland Vegetable Distributors), we did in-store food demos featuring microwaving eggs. MarketPlace-IGA, Safeway, and Save-On-Foods participated in the programs.

A BC Fresh Eggs brochure *(The Start of Something Good: Cooking Eggs in the Microwave)* was placed in home-delivered editions of The Vancouver Sun in April and September. As an "how-to" resource, the brochure has proven to be very popular by providing tips on using the microwave oven to prepare eggs in different ways, listing "A Dozen Great Things About Eggs", highlighting the new Canada Food Guide, and offering a coupon for

Armstrong Extra Aged Cheddar Cheese. During the course of the year, the Marketing Department received numerous correspondence on the availability of the microwave cookware, recipes, and tips on using the microwave to cook eggs. Compared to 2006, the BCEMB website gained an average increase of 87.2% in the weekly number of distinct visitors, with peaks coinciding well with the three retail campaigns. This is convincing support for year-long messaging that promotes a convenient and versatile way to prepare eggs at home and at work.

At the foodservice level, we partnered with IHOP and Denny's once again with radio ads. IHOP featured breakfast combos. Denny's created a new Florentine eggs benedict and introduced it with great success alongside the classic "Denny's Bennies" it has provided in the past.

Sport Sponsorships

Sports represent a positive complement to the energy and health benefits derived from eating eggs. Sponsorship opportunities were explored this past year with the goal of initiating a preliminary sport program in 2008. In 2007, we supported CEMA's sponsorship of Hockey Canada. Gift packs and complimentary game tickets were sent to the Esso Women's World Hockey Championships (Salmon Arm, March) and to the World Junior A Challenge (Trail and Nelson, November).

Egg Beat Newsletter

Although not a marketing publication, BCEMB's *Egg Beat* newsletter was first distributed in March 2007 as a means to communicate relevant industry news and updates to producers and industry partners, and to showcase industry achievements on many levels.

CEMA Activities

CEMA's new tagline, 'Discover the energy in eggs' was launched in 2007. At a national level, CEMA promoted the 'Eggs = Protein = Energy' message via magazine ads, TV commercials on mainstream and specialty channels, interactive resources (direct mail, website), various public relations events, and a Breakfast Media Tour in several cities across the country.

Respectfully submitted,
Marketing Committee

Specialty Egg Committee (SEC)

The Specialty Egg Committee's roles and responsibilities include making policy recommendations to the Board of Directors concerning specialty markets, monitoring market conditions that include supply and demand, and helping to ensure policies and procedures are established and maintained. The committee includes representatives of Free Run, Organic, and Free Range producers, and Specialty processors. Representatives are also responsible for ensuring communication with all producers to help resolve concerns specific to specialty production.

The Specialty Egg Committee (SEC) worked on a number of matters that included inter-provincial labeling discrepancies, third party certification process for Free Range and Free Run eggs, and flock placement tracking and analysis. The committee also made recommendations for market research on demand and sales trends for specialty eggs.

Inconsistencies in retail pricing and labeling still exist, thus it is clear that consumers do not fully understand the differences between "free range", "free run", and "organic" which indicates that there is potential for market development through more extensive consumer and retail education.

Respectfully submitted,
Margaret Oesterle, Chair

Management Discussion & Analysis

The following discussion of the BCEMB's financial condition and results of operations for 2007 is provided to enable egg producers to assess and compare material changes in financial condition and results of operations for year ending December 31, 2007 with the outlook for 2008 which is also provided.

Key Developments 2007

Fiscal 2007 reflects a return to the traditional business cycle after widespread layer depopulation in 2004 due to avian influenza.

Overview of Preceding Years - Fiscal 2007 vs. 2006

The financial statement reflects the administrative structure to collect levies and disburse proceeds for the purposes of controlling the supply, management, and promotion of eggs in BC. As a service agent to the national scheme, the BCEMB purchases eggs from producers for resale.

Total revenue for the year ending December 31, 2007 was $6,012,843 up $419,992 from fiscal 2006. Revenue increases reflect higher levies and compounding interest income.

The Board of Directors' expenses increased by $132,520. This was in part a result of the Board Chair assuming greater administrative responsibility during a management transition. Board travel expenses reflect higher air fare costs and mileage costs. The number of out-of-province trips is similar to 2006.

Board expenses other than per diems and travel are below budget with the exception of AGM costs that reflect the venue costs of Vancouver and an increase in participation by producers and allied trades at all events.

Administration has increased from $1,483,922 in 2006 to $1,788,508 in 2007, an increase of $304,586. Administrative costs reflect one-time costs associated with a change in management and increased use of consulting advisory services for enterprise risk assessment, systems enhancements and services related to Board Governance.

All other administrative costs remain below budget with the exception of small increases in insurance and other miscellaneous costs.

Net marketing costs for 2007 have increased from $818,868 in 2006 to $860,801 in 2007, reflecting less retailer participation in promotional campaigns.

The BCEMB completes fiscal 2007 in a strong financial position with asset growth of $1,159,912 over fiscal 2006.

Fiscal Outlook 2008

The Canadian egg industry should continue to experience strong financial returns, with producer costs met and with a reasonable return. The American egg industry continues to reflect tight market conditions resulting in a favourable balance in the industrial products removal fund.

Uncertainty remains in trade talks at the WTO and internally Saskatchewan continues to challenge the Federal-Provincial Agreement.

The continued pressure on feed prices in Canada could result in tighter producer margins if cost of production updates lag behind rising prices.

Board expenses are projected to be above 2007 levels as a result of one-time costs related to governance and strategic planning.

Administrative costs for 2008 are projected to be near 2007 levels until internal control procedures, systems redesign, development of a document management system, training of staff and filling of the comptroller's position are completed. A cautionary note as to projected salary costs for 2008 would be the negotiating of the collective agreement in mid-2008.

Management's Responsibility for Financial Reporting

The financial statements of the BCEMB have been prepared by management in accordance with Canadian generally accepted accounting principles. Any financial information contained elsewhere in this report has been reviewed to ensure consistency with the financial statements.

Management is responsible for the integrity of the financial statements and has established systems of internal control to provide reasonable assurance that assets are safeguarded, transactions are properly authorized, and financial statements are prepared in a timely manner.

The BCEMB maintains a system of internal accounting and administrative controls. They are designed to test the adequacy and consistency of internal controls, practices and procedures. As independent auditors appointed by the Board of Directors, KPMG LLP has audited the financial statements of the BCEMB. The Auditor's Report outlines the scope of this independent audit and expresses an opinion on the financial statements of the BCEMB.

Al Sakalauskas
General Manager
February 15, 2008

Financial Statements of

BRITISH COLUMBIA EGG MARKETING BOARD

Year ended December 31, 2007

KPMG Enterprise™
#200 – 9123 Mary Street
Chilliwack BC V2P 4H7
Canada

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Internet www.kpmg.ca/enterprise

AUDITORS' REPORT

To the Members of British Columbia Egg Marketing Board

We have audited the balance sheet of British Columbia Egg Marketing Board as at December 31, 2007 and the statements of revenue and expenditures, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the Board's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of British Columbia Egg Marketing Board as at December 31, 2007 and the results of its operations and the changes in its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

KPMG LLP

Chartered Accountants

Chilliwack, British Columbia
January 25, 2008

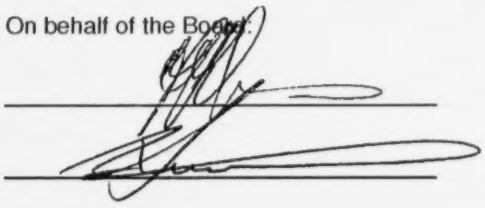
BRITISH COLUMBIA EGG MARKETING BOARD

Balance Sheet

December 31, 2007, with comparative figures for 2006

	2007	2006
Assets		
Current assets:		
Cash	$ 5,324,862	$ 5,604,848
Accounts receivable (Note 3)	2,910,934	3,107,786
Other receivables and prepaid expenses	65,184	62,423
	8,300,980	8,775,057
Investment (Note 4)	2,746,001	1,095,999
Capital assets (Note 5)	68,402	84,415
	$ 11,115,383	$ 9,955,471
Liabilities and Net Assets		
Current liabilities:		
Accounts payable	$ 1,771,949	$ 1,824,907
Accrued liabilities	509,267	313,143
Levies transferable to CEMA	1,188,412	1,231,696
Deferred revenue	-	11,274
	3,469,628	3,381,020
Temporary Restricted Licenced Quota refundable licence fees (Note 7)	104,173	175,346
Net assets:		
Investment in capital assets	68,402	84,415
Unrestricted	7,473,180	6,314,690
	7,541,582	6,399,105
Commitments (Note 13)		
	$ 11,115,383	$ 9,955,471

On behalf of the Board:



See accompanying notes to financial statements.

BRITISH COLUMBIA EGG MARKETING BOARD

Statement of Revenue and Expenditures

Year ended December 31, 2007, with comparative figures for 2006

	2007	2006
Revenue:		
Levies and licence fees (Note 8)	$ 5,906,314	$ 5,388,707
Less: transferred to Western Pool	(215,959)	(56,034)
	5,690,355	5,332,673
Sales of eggs to grading stations	95,155,091	89,437,884
Purchase of eggs from producers	(95,155,091)	(89,437,884)
Gain on sale of eggs	-	-
Interest and sundry income	322,488	260,178
	6,012,843	5,592,851
Expenditures:		
Provincial industrial product and post farm gate costs (Note 9)	2,056,155	2,227,650
Board expenses (Schedule 1)	723,494	590,974
Administration expenses (Schedule 2)	1,788,508	1,483,922
Marketing expenses (Schedule 3)	1,153,896	1,174,312
Less marketing partners' funding (Schedule 3)	(293,095)	(355,444)
	5,428,958	5,121,414
Operating income before the following:	583,885	471,437
Other income (expenses):		
Other income (Note 10)	557,798	573,968
Over quota assessments (Note 11)	2,181	24,188
Equity income (loss) on investment (Note 4)	897	(1,561)
Other expenses	(2,284)	(25,058)
	558,592	571,537
Excess of revenue over expenditures	$ 1,142,477	$ 1,042,974

See accompanying notes to financial statements.

BRITISH COLUMBIA EGG MARKETING BOARD

Statement of Changes in Net Assets

Year ended December 31, 2007, with comparative figures for 2006

	Investment in capital assets	Unrestricted	2007 Total	2006 Total
Balance, beginning of year	$ 84,415	$ 6,314,690	$ 6,399,105	$ 5,356,131
Excess (deficiency) of revenue over expenditures	(38,372)	1,180,849	1,142,477	1,042,974
Change in investment in capital assets	22,359	(22,359)	-	-
Balance, end of year	$ 68,402	$ 7,473,180	$ 7,541,582	$ 6,399,105

See accompanying notes to financial statements.

BRITISH COLUMBIA EGG MARKETING BOARD

Statement of Cash Flows

Year ended December 31, 2007, with comparative figures for 2006

	2007	2006
Cash provided by (used in):		
Operating:		
Excess of revenue over expenditures	$ 1,142,477	$ 1,042,974
Items not involving cash:		
Amortization	38,372	33,797
Equity (income) loss on investment	(897)	1,561
Interest income credited to investments	(24,105)	-
Net changes in non-cash working capital balances relating to operations:		
Accounts receivable	196,852	(122,767)
Other receivables, inventory and prepaid expenses	(2,761)	66,800
Accounts payable	(52,958)	(100,219)
Accrued liabilities	196,124	(351,091)
Levies transferable to CEMA	(43,284)	50,714
Deferred levy revenue	(11,274)	(60,000)
	1,438,546	561,769
Financing:		
TRLQ refundable license fees	(71,173)	(465,032)
Investing:		
Increase in investment	(1,625,000)	-
Purchase of capital assets	(22,359)	(40,396)
	(1,647,359)	(40,396)
Increase (decrease) in cash	(279,986)	56,341
Cash, beginning of year	5,604,848	5,548,507
Cash, end of year	$ 5,324,862	$ 5,604,848

See accompanying notes to financial statements.

BRITISH COLUMBIA EGG MARKETING BOARD

Notes to Financial Statements

Year ended December 31, 2007

General:

The British Columbia Egg Marketing Board ("the Board") was established in 1967 under the Authority of the Natural Products Marketing (B.C.) Act. The Board operates under the British Columbia Egg Marketing Scheme, 1967, respecting the control, management and promotion of the marketing of eggs in British Columbia.

The Board purchases eggs from producers for resale and acts as the B.C. agent for the Canadian Egg Marketing Agency ("CEMA") for collection of CEMA's administrative levies and industrial product removal levies, and administers various national egg movement programs.

1. Significant accounting policies:

(a) Investments:

The Board accounts for its 50% interest in Central Agricultural Facility Ltd. ("CAFL") using the equity method. Under the equity method, the investment is recorded at original cost plus the Board's share of undistributed earnings (loss) since inception. The statement of operations includes the Board's share of investee income or loss for the year.

The Board has designated it's advances to CAFL as loans and receivables and records them at amortized cost, which is equal to the carrying amount.

(b) Capital assets:

Capital assets are recorded at cost. Amortization has been provided in the accounts using the straight-line method at the following annual rates:

Equipment and furniture	20% to 33%
Automotive equipment	33%

(c) Revenue recognition:

Revenue from sales of eggs, including associated levies, are recognized on a weekly basis as the grading process is completed.

Marketing levies collected on the special permit birds are recognized as revenue when the associated services are provided and the related expenditures are incurred. Prepaid levies that have been collected for producers in advance of the related production week are recognized as revenue when the production week occurs.

(d) Income taxes:

The Board is not subject to income taxes.

1. Significant accounting policies (continued):

(e) Employee benefit plans:

The Board's pension plan is a defined contribution plan and contributions are expensed as required.

(f) Use of estimates:

The preparation of the financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

2. Change in accounting policies:

Commencing with the fiscal year beginning January 1, 2007, the Board adopted CICA Handbook Section 3251 "Equity", Section 3855, "Financial Instruments - Recognition and Measurement", and Section 3861, "Financial Instruments -Disclosure and Presentation."

Section 3251 (Equity) establishes standards for the presentation of equity and changes in equity during the period. On adoption of this standard the Board will separately present each of the changes in equity during the period including accumulated other comprehensive income as well as components of equity at the end of the period. The Board has no items that would be included in comprehensive income, accordingly, no statement of comprehensive income is provided.

Section 3861 establishes standards for presentation of financial instruments and non-financial derivatives, and identifies the information that should be disclosed about them. Under the new standards, policies followed for periods prior to the effective date generally are not reversed and therefore, the comparative figures will not be restated except for the requirement to restate currency translation adjustment as part of other comprehensive income.

Section 3855 prescribes when a financial asset, financial liability or non-financial derivative is to be recognized on the balance sheet and at what amount, requiring fair value or cost-based measures under different circumstances. Under Section 3855, financial instruments must be classified into one of these five categories: held-for-trading, held-to-maturity, loans and receivables, available-for-sale financial assets or other financial liabilities. All financial instruments, including derivatives, are measured in the balance sheet at fair value except for loans and receivables, held to maturity investments and other financial liabilities which are measured at amortized cost. Subsequent measurement and changes in fair value will depend on their initial classification, as follows: held-for-trading financial assets are measured at fair value and changes in fair value are recognized in net earnings; available-for-sale financial instruments are measured at fair value with changes in fair value recorded in other comprehensive income until the investment is derecognized or impaired at which time the amounts would be recorded in net earnings.

2. Change in accounting policies (continued):

As a result of adoption of these new standards, the Board has designated:

1. Cash as held-for-trading, being measured at fair value.
2. Accounts receivable, other receivables, and advances to CAFL are classified as loans and receivables, which are measured at amortized cost.
3. Accounts payable, accrued liabilities, levies transferable to CEMA and Temporary Restricted Licenced Quota refundable licence fees are classified as other financial liabilities, which are measured at amortized cost.

3. Accounts receivable:

	2007	2006
Eggs, levies and licence fees	$ 2,376,481	$ 2,581,498
CEMA - other	534,453	526,288
	$ 2,910,934	$ 3,107,786

4. Investment:

The Board's investment in Central Agricultural Facility Ltd. ("CAFL") includes the following:

	2007	2006
Shares - 50% interest	$ 1	$ 1
Advances without fixed terms of repayment or interest	1,563,789	1,214,684
Advances without fixed terms of repayment, including interest at prime less 1.75%	1,300,000	-
Equity loss since inception	(117,789)	(118,686)
	$ 2,746,001	$ 1,095,999

The Board used CAFL's December 31, 2007 financial statements to report its equity interest.

CAFL's condensed financial statements and the Board's 50% share are as follows:

December 31, 2007 Condensed Balance Sheet	100%	50%
Assets:		
Current assets	$ 659,060	$ 329,530
Capital assets	5,233,592	2,616,796
	$ 5,892,652	$ 2,946,326
Liabilities and Shareholders' Deficiency:		
Current liabilities	178,649	89,325
Due to shareholders	5,949,580	2,974,790
Shareholders' deficiency	(235,577)	(117,789)
	$ 5,892,652	$ 2,946,326

Year ended December 31, 2007 Condensed Statement of Operations	100%	50%
Revenues	$ 565,146	$ 282,573
Expenses	563,352	281,676
Net income	$ 1,794	$ 897

4. Investment (continued):

Year ended December 31, 2007 Condensed Statement of Cash Flows	100%	50%
Cash provided by (used in):		
Operations	$ 297,668	$ 68,316
Financing	608,461	304,231
Investing	(563,837)	(281,919)
Increase in cash position	$ 342,292	$ 90,628

The Board's and CAFL's significant accounting policies are the same or similar except for the following:

CAFL is subject to income taxes.

CAFL uses the asset and liability method of accounting for income taxes. Under the asset and liability method, future tax assets and liabilities are recognized for the future tax consequences attributable to differences between the financial statement carrying amounts of existing assets and liabilities and their respective tax bases. Future tax assets and liabilities are measured using enacted or substantively enacted tax rates expected to apply to taxable income in the years in which those temporary differences are expected to be recovered or settled. The effect on future tax assets and liabilities of a change in tax rates is recognized in income in the period that includes the date of enactment or substantive enactment.

5. Capital assets:

			2007	2006
	Cost	Accumulated amortization	Net book value	Net book value
Equipment and furniture	$ 216,170	$ 147,768	$ 68,402	$ 81,395
Automotive equipment	9,885	9,885	-	3,020
	$ 226,055	$ 157,653	$ 68,402	$ 84,415

6. Line of credit:

The Board obtained an operating line of credit with the Royal Bank of Canada to purchase a building. The operating line entitles the Board to borrow a maximum of $500,000 with interest at the bank prime rate, and is secured by all assets of the Board. This operating line was not utilized as of December 31, 2007.

7. Temporary Restricted Licenced Quota ("TRLQ"):

These licence fees accrue interest at prime minus 1.75% and are refundable based on the TRLQ policies. The refund of these fees are dependent on future events and will require repayment as per British Columbia Farm Industry Review Board ("FIRB") direction.

8. Levies and license fees:

Levies are imposed on egg producers by the Board and CEMA. The Board acts as an agent to collect and remit levies to CEMA. These levies are not included in revenue of the Board.

	2007	2006
Total levies and license fees collected from producers	$ 24,641,564	$ 23,346,871
Less: levies remitted to CEMA	(18,735,250)	(17,958,164)
	$ 5,906,314	$ 5,388,707

9. Provincial industrial product and post farm gate costs:

	2007	2006
Industrial products costs	$ 15,974,068	$ 17,795,494
Farm pickup costs	893,346	929,292
Fowl removal	669,719	657,275
Total product costs	17,537,133	19,382,061
Less:		
CEMA recoveries	(14,830,880)	(16,511,697)
Fowl removal recoveries	(650,098)	(642,714)
	$ 2,056,155	$ 2,227,650

The Board is CEMA's agent for the industrial product removal, ungraded movement and ship chandlers' programs. Payments are primarily to grading stations.

10. Other income:

	2007	2006
Producer levies recovered from CEMA (2 cent producer contribution)	$ 557,798	$ -
Producer levies recovered from CEMA's Risk Management Fund that were intended for the Canadian Egg Ventures Inc. (CEVI) program	-	573,968
	$ 557,798	$ 573,968

11. Over-quota assessments:

Pursuant to the Standing Order of the Board, registered producers are assessable for the keeping or maintaining of layers in excess of issued quota.

Pursuant to the Federal-Provincial Agreement with respect to eggs, the Board is responsible for ensuring that the total of all layers within the Province does not exceed allowed levels and to pay to CEMA liquidated damages penalties for each layer in excess of such levels.

Over-quota assessments are recognized as income when they are received.

12. Related party transactions:

The Board provides operating grants to various Egg Producer Associations.

During the year the Board paid rent in the amount of $103,800 (2006 - $103,800) to Central Agricultural Facility Ltd. ("CAFL"). In addition, the Board received interest income in the amount of $24,105 (2006 - nil) from CAFL.

13. Commitments:

The Board rents its office premises from Central Agricultural Facility Ltd., a related party, on a month to month basis. Lease payments are $8,650 per month.

14. Pension plan:

The Board's pension plan is administered by the Teamster's Union and is a defined contribution plan. Pension expense of $51,550 (2006 - $49,209) has been included in salaries and benefits.

15. Fair value of financial instruments:

The fair value of the Board's cash, accounts receivable, other receivables, accounts payable, accrued liabilities and levies transferable to CEMA approximate their carrying amounts due to the short term nature of these amounts.

The fair value of the Temporary Restricted Licenced Quota refundable licence fees of $104,173 is not practical to determine as the timing of repayment of these fees cannot be reasonably estimated.

16. Comparative figures:

Certain of the comparative figures have been reclassified to conform to the current year presentation.

BRITISH COLUMBIA EGG MARKETING BOARD

Schedule of Board Expenses **Schedule 1**

Year ended December 31, 2007, with comparative figures for 2006

	2007	2006
Board members:		
Per diem	$ 257,573	$ 194,914
Travel expenses	221,728	177,553
Annual general meeting	41,718	12,290
Association grants	78,235	83,335
Committees	33,617	26,927
Events	4,638	15,297
Memberships	25,775	25,342
Professional services	1,650	5,071
Research and scholarships	58,560	50,245
Total board expenses	$ 723,494	$ 590,974

See accompanying notes to financial statements.

BRITISH COLUMBIA EGG MARKETING BOARD

Schedule of Administration Expenses **Schedule 2**

Year ended December 31, 2007, with comparative figures for 2006

	2007	2006
Amortization	$ 38,372	$ 33,797
Audit	20,350	12,850
Insurance	7,667	5,608
Legal	108,873	189,365
Miscellaneous	20,453	19,803
Professional services	190,370	48,025
Rent	103,800	103,800
Repairs and maintenance	6,026	5,372
Salaries and benefits	1,192,947	979,846
Supplies and postage	26,586	25,571
Telephone	15,549	16,723
Travel	83,515	69,162
Nest run fee revenue	(26,000)	(26,000)
Total administrative expenses	$ 1,788,508	$ 1,483,922

See accompanying notes to financial statements.

BRITISH COLUMBIA EGG MARKETING BOARD

Schedule of Marketing Expenses **Schedule 3**

Year ended December 31, 2007, with comparative figures for 2006

	2007	2006
Education expense	$ 9,399	$ 9,389
Professional services	34,525	27,646
Retail and Food Services Program costs	1,017,398	990,859
Salaries and benefits	71,614	70,505
Specialty eggs	11,274	60,000
Spot promotions	212	9,313
Sundry	1,627	3,723
Travel	7,847	2,877
Total marketing expenses	1,153,896	1,174,312
Less: Marketing Partners' Funding	(293,095)	(355,444)
	$ 860,801	$ 818,868

See accompanying notes to financial statements.

Board of Directors

David Taylor

David Taylor has served as Chair since March 2000, originally elected by producers and now as an independent Chair appointment by Order in Council. He brings extensive experience from serving on a wide range of agricultural boards including Chair of the Tree Fruit Marketing Board and the Council of Marketing Boards as well as four years as a member of the Agricultural Land Commission. Other memberships include S.E. Kelowna Irrigation District, Central Okanagan Agriculture Awareness Society, BC Fruit Growers Association and Kelowna Ag Advisory Committee. A retired third generation apple grower from Kelowna, David is married with four children.

Fred Krahn

Fred Krahn was raised on a berry and poultry farm. Together with his brother, they expanded their layer operation to include broilers, turkeys and hogs. Eventually, they also moved into the feed and feed processing business and after a number of years, diversified into real estate, construction, and land development. Fred's desire to see the BC egg industry become effective at the national level motivated him to become involved in marketing boards at their inception and thus Fred has served in various capacities, on numerous boards and associations including the BC Egg Marketing Board, BC Chicken Marketing Board, and the Canadian Egg Marketing Agency. Presently, he is a director on the BC Egg Marketing Board and serves on the Executive Committee of the Canadian Egg Marketing Agency. Fred and his wife, Judy, have three sons, one daughter and four grandchildren. They are pleased that the sons are all involved in the family business.

John Penner

John Penner was elected in March 2003 as Director of the BC Egg Marketing Board representing the Interior region. Farming has been the Penner family's livelihood since John's late father, Victor, founded their Abbotsford farm in 1966. In 1988 John and his wife, Janet, purchased the family farm followed by purchasing a layer operation in Sorrento in 1996 and another operation in Enderby in 1997. Community and family are integral parts of their lives. John has served on a number of non-profit organizations including the Abbotsford Fire Department. Soon after his involvement in egg production, he became active in the Egg Producers Association until his election to the Board. John and Janet continue to reside in Abbotsford. They have four children and eight grandchildren.

Ken Vanderkooi

Ken Vanderkooi was elected as Director of the BC Egg Marketing Board in March 2002 and represents the Vancouver Island area. The Vanderkooi family has been involved in supply management since 1971, initially in the dairy industry until March 1994 when Ken and his wife, Henrietta, purchased an egg farm in Abbotsford, BC. In February 2002 they purchased another farm on Gabriola Island and over the years expanded their production on Vancouver Island, where sons Dwayne and Jon manage and work the farms. Ken has developed extensive knowledge of egg production and has taken a keen interest in all aspects of the industry. Ken and Henrietta reside in Abbotsford.

Walter Siemens

Walter Siemens has been an egg producer since 1986. Walter served in various capacities within the poultry industry, from director on the board of the BC Egg Marketing Board and provincial poultry associations to the executive committee for the Canadian Egg Marketing Agency. Additionally, he participated in the Investment Agriculture Foundation of BC and served on a local college board. He was actively involved during the 2004 avian influenza event in the Fraser Valley. This eventually led to his serving as Chair of the Industry Emergency Response Committee. Walt and his wife, Annette, have four children, two boys and two girls, aged 20, 17, 15 and 9.

Officers & Committees: 2007 - 2008

Chair ..... David Taylor

Vice-Chair ..... Fred Krahn

Secretary ..... John Penner

CEMA Director ..... Fred Krahn

CEMA Alternate ..... Ken Vanderkooi

Audit/Budget Committee

..... Walter Siemens, Chair
..... Jake Esau
..... Art Friesen
..... Ben Woike

Egg Industry Advisory Committee

..... Margaret Oesterle, Chair
..... Amyn Alibhai
..... Jake Friesen
..... George Gray
..... Rob Martens
..... Bob Mitchell
..... Jake Penner
..... Syd Pickerell
..... Walt Puetz
..... David Siemens
..... Ben Woike

Marketing Committee

..... Walter Siemens, Chair
..... Grace Cho
..... James Gunther
..... John Kalil
..... John Penner
..... Walt Puetz
..... Brenda Sheffar

Specialty Egg Committee

..... Margaret Oesterle, Chair
..... Rudy Dueck
..... Steve Easterbrook
..... Darren Jansen
..... Walt Puetz
..... Ralph Regehr
..... Walter Siemens

Production Management Committee

..... John Penner, Chair
..... James Gunther
..... Bodo Goetzke
..... Jack Vaandrager
..... Ian Woike

Council of Marketing Boards

..... Walter Siemens

Industry Partners

Marketing ..... PDM Marketing Communications Inc.

Legal Counsel ..... Macauly McColl

Auditors ..... KPMG LLP

Bank ..... Royal Bank of Canada

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West Coast Reduction Ltd.

BC EGG
MARKETING BOARD

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